

STEINWAY

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STEINWAY

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STEINWAY & SONS

STEINWAY HALL

109-111-113 West 57th Street

NEW YORK

OVER
CLASSIC
AT
6250
5630
1935



STEINWAY HALL

109-111-113 WEST 57th STREET, NEW YORK

STEINWAY

Logic

AN AID IN THE SELECTION OF AN IDEAL PIANO

The purchase of a piano is a matter of major importance. Whether it is to be used as a solo instrument or for accompanying the voice, violin or some other instrument, richness and purity of tone and responsiveness of action are prerequisites.

Every intelligent buyer should be desirous of possessing a piano of the highest grade, not only for the beauty of the tone, but for

its permanence and the greater durability of the instrument itself.

Some buyers have the idea that the purchase of a low-priced piano of inferior quality is good enough for a child to use for learning the fundamentals. Such a course hampers the development of an appreciation for fine tone quality and also the attainment of a smooth and facile technique. It is vital that high standards be set for a child in the formative period of life.

It is unfortunate that many people permit price and terms to be the only determining factors in arriving at their decisions. During the past few years many pianos have been manufactured to sell at "depression" prices and this has tended to warp public judgment as to real values.

Shortsighted manufacturers have adopted the policy of making their product to fit a price. No argument is necessary to make it clear that, if the highest standards are to be achieved and maintained, such a policy is out of the question. Prices must be computed on a reasonable basis after a consideration of costs, rather than that selling prices should govern costs.

Steinway & Sons' policy has always been, and is now, to produce and market the finest piano consistent with experience, skill and the choicest of materials, most carefully prepared and seasoned.

Then, too, there are two distinct methods of marketing pianos. One is to fix the price at the value of the instrument and then to make no deviations therefrom in selling. The

other method is to fix the price considerably above the actual worth and then to make direct and indirect concessions therefrom through various discounts and overallowances for pianos taken in exchange.

So many people fail to analyze the peculiar psychological appeal of the last mentioned practice. They think they can get something for nothing. They fail to grasp the fact that they get no more value than they pay for—and often less.

The first method is fundamentally sound and ethical and hence the Steinway piano is marketed accordingly.

Now, what difference does it make to the purchaser if, to "save money," he buys an inferior piano instead of a Steinway? If a



BABY GRAND
Model M
Length 5 feet, 7 inches

piano of a low grade is bought, in a comparatively short time the tone deteriorates, the instrument will not stay in tune, the action becomes uneven and unresponsive and the disposal value is low. If he buys a Steinway, he is assured that the beautiful tone quality will be maintained for many years, the action will remain responsive and even and at all times the cash disposal value will be high, with a ready market for resale.

The buyer, therefore, should give consideration to the difference in quality between the Steinway and other pianos and to the difference in cost and then ask himself these questions :

In view of the superiority of the Steinway in tone, action and durability, is it not worth the difference to me?

Will I not be repaid in the future by getting a Steinway now and obviate dissatisfaction and exchanges?

If I have to dispose of the Steinway later, won't it be an easy thing to do and shall I not more than make up the difference in the initial cost? And doesn't this prove the greater intrinsic worth of the Steinway?

STEINWAY SUPERIORITY

But why is the Steinway superior?

Many factors enter into this pre-eminence. The important ones may be summarized as follows:

- (1) The policy and ideals of the House of Steinway.

- (2) The choice and preparation of materials.
- (3) The ability through genius, experience and experiment to use the selected materials for the attainment of the best results.
- (4) Perfect factory equipment and a well-balanced and highly efficient organization.

The objective of Steinway & Sons has always been to produce pianos as near perfection as it is possible to make them, cost notwithstanding.

All of the component parts of the Steinway piano are made in the Steinway factories—plates, rims, sounding-boards, hammers, actions, brass-castings, etc. The advantage

here lies in the fact that the manufacturer is enabled to select and prepare materials and indicate just how they are to be used. It permits the directing staff to supervise every detail of construction, with an intimate knowledge of the purpose for which each part is intended. The personal factor in an artistic product is of the utmost importance.

STEINWAY MATERIALS

The whole world is a market for the selection and purchase of Steinway materials. The test laboratory at the factory controls the purchase of ivory, felt, steel-wire, iron, glue, lacquer, etc., through physical and chemical tests.

The woods used in the construction of the



HOME OF THE
Consolidated View of
GREATER NEW YORK



STEINWAY

ories at Steinway, L. I.

W YORK

Steinway are the finest procurable and the utmost care is exercised in their preparation for use.

Only mountain spruce, quarter sawn and very carefully selected and inspected, is used for Steinway sounding-boards. The mountain spruce has a closer, firmer grain and is harder than most other varieties and above all is more resonant.

Of the available supply of first-grade mountain spruce, but a part comes up to the Steinway standard and this is purchased at a premium over the regular market price.

This is carefully air and kiln-dried over a period of several years and when finally made into sounding-boards and fixed in

place, the moisture content has been reduced to a minimum.

STEINWAY METHODS

Steinway & Sons make the sounding-boards in their own shops, so that they may control the choice of pieces to be used and the thickness which varies at different points on its surface. The selection and preparation of sounding-board wood and the construction of the board itself, together with the calculation of the scale, are major contributions which give the distinctive tone quality to the Steinway piano.

The sounding-board is fitted into the case after it has been shrunk, through drying, to its smallest dimensions. When subsequently

exposed to the natural moisture in the atmosphere, its lateral expansion is precluded by the laminated maple rim, thus causing the board to bulge or arch upwards toward the strings. This increase in pressure develops that sonorous singing tone for which the Steinway is noted.

The "built-in" arch and the natural arch above mentioned are largely responsible for the permanence of the Steinway tone.

The rims (i.e. cases) are made of laminations of continuous strips of hard, straight-grown maple, running without interruption around the whole perimeter. These pieces vary in length from about fifteen feet in the Baby Grand to twenty-four feet in the Concert Grand.

By means of powerful presses these contin-

uous strips of maple are bent to the required shape, without steaming. Only in Steinway pianos are the inner and outer rims bent and glued together at the same time in one difficult operation. Both the outer and inner rims are made of hard maple.

On the inner rim the sounding-board is secured. The result is that the slightest vibration is transmitted without impairment throughout both the sounding-board and rim.

Therefore the rim, while of tremendous strength, is so sensitive to and sympathetic with the vibration of the sounding-board that it aids in the development of the primary objective of Steinway craftsmanship—full, rich, singing tone, with no interference

with or retardation of vibration and consequent loss of resonance.

One of the outstanding features of the Steinway piano is this uninterrupted vibration of the rim which assures full freedom of vibration for the sounding-board and consequently the greatest possible resonance

FEATURES OF THE STEINWAY ACTION

Some of the distinguishing features of the Steinway action are outlined below:

- (1) The New Steinway Accelerated Action is one of the most outstanding improvements in piano construction in the past half century. It decreases friction and increases the speed of repetition. The return of the key to its normal position of

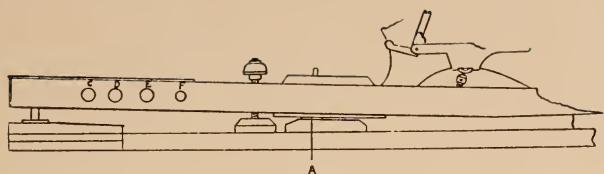


Diagram 1

OLD TIME STEINWAY ACTION

rest is more rapid; tone production is under more perfect control and playing made easier. It has been received with the enthusiastic acclaim of amateurs, professionals,

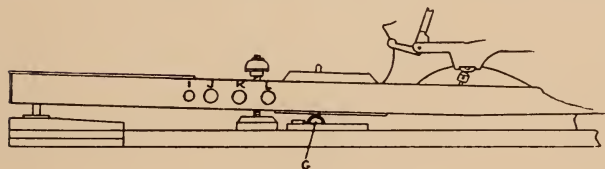


Diagram 2

NEW STEINWAY ACCELERATED ACTION

music schools and radio broadcasting stations everywhere. This new device is patented and exclusive in the Steinway piano.

- (2) The Steinway action-tubing is made of seamless brass. This prevents warping of the regulating - rail through atmospheric changes. Ordinary rails, made of wood and not encased in the metal tubing, twist and warp and throw the regulation and touch out of alignment.
- (3) The sides of the Steinway hammers are waterproofed to prevent dampness from affecting the glue, with consequent loosening from the wooden center. This waterproofing substance also stiffens the shoulder of the hammer, thereby increasing the tension on the point and making the hammer more resilient.
- (4) There is but one repetition spring in the Steinway action. There is no silk cord to give way through rot or

vermin, nor is the tension altered on this account through atmospheric changes.

- (5) Steinway action flanges are water-proofed by being boiled in paraffin. This prevents shrinking which causes rattles and non-alignment of the action parts.

The Duplex Scale is an invention of Steinway & Sons. It imparts additional color to the fundamental tone by the addition of harmonious partial tones. Just as pure sunlight consists of the combination of the seven colors appearing in the rainbow, so the beauty of tone in stringed instruments depends upon the proper subdivision of the partial in combination with the fundamental tones.

There are innumerable details, all important, in connection with the manufacture of the Steinway piano, the description of which would be superfluous in a booklet such as this. It would seem that the foregoing outline is sufficient to indicate clearly the careful attention given to the construction of the Steinway. Steinway & Sons make the whole piano so that the finished product shall conform to the standard they have set and shall be as beautiful as skill and the knowledge that comes from more than eighty years of experience can make it.

The Steinway piano has been acclaimed by musicians of standing everywhere and by all discriminating purchasers, individuals and institutions, to say nothing of the indirect recognition of its leadership by other manu-

facturers through the adoption of Steinway ideas, upon which patent rights have expired, in their own pianos.

THE UNIVERSAL STEINWAY

The Steinway piano cannot be purchased on the same basis as inferior pianos. It would not then be possible to maintain the quality of the instrument. It is due only to the remarkably efficient factory organization that it is possible to market the Steinway on the present basis. The factories of Steinway & Sons are the finest in the piano-making industry and they are models in equipment and personnel.

Members of the Steinway family have always exercised personal supervision over the construction of the Steinway piano and

the administration of the business. The control of the production is now in the hands of the third, fourth and fifth generations. There are today seven Steinways, trained to uphold the traditions of the founders of the House, actively and whole-heartedly engaged in the business.

They are enthusiastic patrons of musical art. Their intimate association with the world's greatest masters brings to them an understanding of the essentials to satisfy the highest ideals. They do not, therefore, grope aimlessly, but always have definite objectives and strive unceasingly for their accomplishment.

The traditions of the Steinway family are synonymous with quality. Its life-work is

the production of the world's foremost piano, in which deep, rich singing tone, responsiveness of action and extraordinary durability are combined in the highest degree.

Some pianos are known in the locality in which they are made; others have some reputation in the country of their manufacture; but the fame of the Steinway is world-wide. In every country where there is an appreciation of good music the Steinway is recognized as the standard by which all other pianos are judged. Its pre-eminence is universally acknowledged.

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